

Russell Country's FY09 Fall Campaign - Canada **Approved Audits/Apps Committee**
Media Flight Schedule **9/11/08**

	Broadcast Television	Newspaper	Banner Ads	Search Terms
Week of September 22			X	X
Week of September 29	X	X	X	X
Week of October 6	X	X	X	X
Week of October 13			X	X
Week of October 20			X	X
Week of October 27	X	X	X	X
Week of November 3	X	X	X	X
Week of November 10	X		X	X

Media Placement

Television

- We will place between 55 and 70 spots a week on network affiliates, selecting programs that have high viewership and appeal for the target demographic.
- The placement is for at least 100 GRPs per week during for a total of 400 GRPs over a five-week placement during the entire campaign.
- Bonus commercials for non-profit match are included on each station in this buy.
- 30-second spot throughout the schedule.
- Placement is on CTV-CFCN-L and Global TV-CISA affiliates which cover Lethbridge. Medicine Hat is reached with local placement on CHAT-TV and local inserts on CFCN-M.

<u>Market</u>	<u>Broadcast Flight Dates</u>	<u>Affiliates</u>	<u>Cost</u>
Lethbridge	Sept. 29 - Oct 12 Oct.27 - Nov16	CTV-CFCN-L CISA - Global TV	\$21,410
Medicine Hat	Sept. 29 - Oct 12 Oct.27 - Nov 16	CTV-CFCN-M CHAT- E/Global TV	\$10,303
Total			\$31,713

Newspaper:

- Both Lethbridge and Medicine Hat have daily newspapers which serve their metro and surrounding areas.
- We will place a 7 column by 8 inch, black and white newspaper ad in those papers during the two weeks before the Thanksgiving Day holiday and during the two weeks before the Remembrance Day holiday.
- All placement runs between Saturday, October 4, and Saturday, November 8 in the newspapers' travel sections.

<u>Publication/Circulation</u>	<u>Insertion Dates</u>	<u>Section</u>	<u>Cost</u>
Lethbridge Herald D - 18,299 circ.	October 4 & 11 November 1 & 8	Travel	\$3,795
Medicine Hat News D - 13,563 circ.	October 4 & 11 November 1 & 8	Travel	\$3,175
Total			\$ 6,970

Online:

- We will place banner ads on companion online websites for the TV networks: Canada.com and CTV.ca. Placement on both of these sites will be geo-targeted to Lethbridge and Medicine Hat markets as well as the surrounding communities from just south of Calgary to the U.S. border.
- We will also place banner ads on companion websites for the newspapers in Lethbridge and Medicine Hat.
- Web placement will feature three different sized ads: a 300 x 250 box ad, 250 x 250 ad and a 728 x 90 leaderboard for TV network sites and a 235 x 235 box ad for both newspaper sites.
- We will place between 20-25 targeted pay-per-click search terms on Google.com and Yahoo.com, geo-targeted to Alberta.
-

<u>Website</u>	<u>Dates</u>	<u>Impressions/Location</u>	<u>Creative Unit</u>	<u>Cost</u>
Canada.com	September 22 - November 16	110,000 Geo-targeted Run-of-Network Travel and Newspaper Channels	250 x 250 Box Ad 728x90 Leaderboard	\$2,350
CTV.ca	September 22 - November 16	80,000 Geo-targeted News and Entertainment Channels	300 x 250 Box Ad	\$2,351
Lethbridgeherald.com	September 22 - November 16	40,000 In Story Ad Local News Section	235 x 235 Box Ad	\$350
Medicinehatnews.com	September 22 - November 16	40,000 In Story Ad Local News Section	235 x 235 Box Ad	\$200

Google.com	September 22 - November 16	Geo-targeted	Search Terms Text Linking URL	\$1,000
Yahoo.com	September 22- November 16	Geo-targeted	Search Terms Text Linking URL	\$750
Total				\$7,001

Canadian Market - Fall Campaign Media Placement Budget

Television	\$31,713
Newspaper	\$6,970
Internet	<u>\$7,001</u>
Total	\$45,684